

Jan. 7, 2010

Dear Complete Count Committees/Volunteers/Townships/Cities/Towns,

As we write this letter to you today, there are less than 90 days left until the 2010 Census Day on April 1, 2010. You can follow the countdown with us by going to the Census countdown clock at <http://2010.census.gov/2010census>

Posting a link to the countdown clock on your website, if you have one, is just one more way we can help raise awareness about the importance of a complete and accurate count in every Hoosier community. Your partnership with us is invaluable.

As the time grows closer to Census Day, we'd like to re-issue our invitation to you to let us know about the creative ways your community is getting the word out about the 2010 Census. While every community will have its own unique challenges, we are finding that communities are coming up with terrific ideas that may inspire others. Please share those ideas with us so that we can share them with other Hoosier communities.

We're finding great partnerships in the making. For example, in one community the local newspaper (a member of the local Complete Count Committee) created a large banner with its logo and the 2010 Census logo to be carried in a parade by a group of Latino teens (whose parent organization is also on the CCC). In another community, talented members of the CCC wrote a song.

Census in the Schools program (www.census.gov/schools), is a terrific educational program that includes lesson plans, maps, teaching guides, and other informational materials to help teachers and students learn about the importance of the Census. The 2010 Census form, which is downloadable in both the English version and the bilingual version, is available at an informative and useful website, www.census.indiana.edu. We encourage you to share that form with other members of your Complete Count Committee and to visit that website for current, timely, and accurate information relevant to Indiana as planning and implementation of the upcoming Census proceed.

And finally, in the meantime, I do want to encourage you to visit the website www.indiana.census.edu.

It's filled with good information targeted toward Hoosiers.

Among the good information you can find:

A simple to-do list to get started on getting the word out about the 2010 Census
<http://www.census.indiana.edu/ccd/documents/lowhangingfruit-ashortactionlist.pdf>

A sample copy of the 2010 survey form (great to show folks so they can see how easy it will be

to fill out:

http://www.census.indiana.edu/other_documents/2010_Questionnaire_Info_Copy.pdf

Great material on why the 2010 Census will matter so much to us Hoosiers

<http://www.census.indiana.edu/why.html>

Response rates from 2000, by county, city, town, and township (it shows for example that the City of Madison had a 70 percent response rate back in 2000).

There are also maps and details of what may be potentially hard-to-count tracts (by county) in 2010.

<http://www.census.indiana.edu/ccc/htc.html>

http://www.census.indiana.edu/ccc/htc_maps/Jefferson%20Hard%20to%20Count.pdf

One more thing, **the toll-free 2010 Census Helpline is: 1-866-872-6868**. This number can also be found on the bottom of every Census survey form, so it can be called by anybody who needs help with their Census form, including anyone who did not receive a Census survey form or anyone who needs a survey form in a different language.

We look forward to working with you in the months to come, making sure that everyone in your community gets 'counted'! Remember, for every Hoosier 'not' counted, your community loses about \$4,000.00 per person, over 10 years that equals to \$40,000.00 per person.

Sincerely,

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February – March 2010: Census questionnaires/surveys are mailed or delivered to households.

April 1, 2010: Census Day.

April – July 2010: Census takers visit households that did not return a questionnaire by mail.

December 2010: By law, Census Bureau delivers population counts to President.

I need your help to promote the 2010 U.S. Census among the residents in your communities. Again, making sure every Hoosier is counted is our mission. Here are some ways that you, as a local official, can promote the 2010 U.S. Census:

- ☐ Make use of the attached handouts. **Post** or make the handouts available in public, high-traffic areas of your agency or public office, so the handouts can be accessed or viewed by members of the general public. (display boards/bulletin boards)
- ☐ Add a link from your office's Web site to www.census.indiana.edu.
- ☐ Use your office's "on hold" recording to inform callers about the 2010 U.S. Census.
- ☐ Insert 2010 U.S. Census information, which is available at www.census.indiana.edu, in publications, newsletters, presentations, speeches, and mailings like utility bills, etc .
- ☐ Talk to your employees! Make sure they are reminded to fill out the form as April 1, 2010 approaches.
- ☐ Mention the 2010 Census in all meetings and share/post Census fliers.
- ☐ Ask radio stations and television stations for PSA s (public service announcements) with the 2010 Census "Be Counted" message. Ask local newspapers to write articles.

Census message: The 2010 Census is "important" "safe" and "simple"! So, Be Counted! ("Important" because it brings Federal money to your community for roads, schools, and programs.... "Safe" because everyone is protected by title 13 which says that the Census will not share your information with any other government agency...not FBI,CIA, Immigrations, Child Support etc. and "Simple" because it is only 10 questions!)

Everyone from the community can help by sharing Census information with the community in any way that they can, from simply mentioning Census in meetings and postings fliers on bulletin boards/display boards, placing info on utility bills and other city/town mailings to having a golf event and adding the Census name and logo or having a Census banner that hangs in the middle of town or a hand-made sign in front of city/town hall. It is just that simple to get the word out.

Thanks everyone for all of your efforts in making the 2010 Census a success in your community!

"Census jobs- 1-866-861-2010"

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